



"...meeting community needs...enhancing quality of life."

MEMORANDUM

TO: Members of the Finance Committee
Members of the Library Building and Equipment Committee

FROM: Karen Harkness, Director of Community & Economic Development

DATE: February 14, 2018

RE: Mixed Use Library Project Development Proposals

In 2015, the City Council voted down a proposal to build a stand-alone library. Since then, the City Council has approved an updated Comprehensive Plan and adopted recommendations from several studies on parking and mobility, as well as created TIFs #11 and #12, that have helped provide a catalyst for new developments in Downtown Appleton. These decisions have also provided context for a new proposal for a mixed-use project which may include residential, retail, office, medical or a mixture of uses, leveraging the library as an anchor and solving its long-term needs. The City Council and Library Board both approved a request for proposal process to seek submissions from developers to satisfy the library's needs as well as continue the momentum of satisfying the priorities established within the City's Comprehensive Plan. This proposal process was developed to provide perspective for the City and Library's needs, while leaving much of it open-ended to allow the private sector to bring forward creative solutions in their proposals.

The Mixed Use Library Request for Proposal (RFP) was released on November 16, 2017 (attached). It was sent directly to 246 contacts and published on the City's website.

On December 6, 2017, we held a tour of the APL facilities and grounds. This tour was attended by approximately 20 people.

Responses to the RFP were due by 12:00 p.m. on January 12, 2018. We received responses from five (5) Development Teams.

Five Responses Received to Mixed Use Library Project RFP

Developer Name
1 Lawrence Street LLC Team consists of John Pfefferle and Paul Hoffman, MSR, Hoffman Planning, Design & Construction, Mandel Group, and Walker Consultants
Commercial Horizons Inc. Team consists of Commercial Horizons, Miron Construction, Eppstein Uhen Architects (EUA), OPN Architects (OPN), Founders 3 Real Estate Services, Baker Tilly and Bruce Block, attorney at Reinhart Law Firm

Precept Properties LLC Team consists of Aaron Cohen Associates, LTD, The Tocci Group, IBI Group, Bayland Buildings, Inc., von Briesen & Roper, s.c./vonBriesenOneSource, Precept Properties LLC and Rich & Associates Parking Consultants
River to Valley Initiatives, Inc. Team consists of River to Valley Initiatives, Inc., Cox Group Architects LLC, Dimension IV Madison Design Group, The Windward Group, IDM Hospitality Mgmt, and Larkin Hoffman Attorneys
WiRED Properties Team consists of WiRED Properties, Engberg Anderson Architects and SEH Short Elliott Hendrickson Inc.

City Staff (consisting of Community & Economic Development, DPW, Finance, Attorney, Mayor and Parks, Rec & Facilities) as well as Appleton Public Library Staff reviewed and scored the responses to the RFP for conformity with requirements detailed in the RFP and outlined below.

Proposal Evaluation Criteria

Compliance with and satisfaction of the Priorities and Objectives section of this RFP.

- *Site creates a premier project enhancing the downtown, contributes to arts/culture, and fosters economic development.*
- *Building design complements existing urban form.*
- *Utilization of land leverages public/private funds.*
- *Project aligns with Comprehensive Plan, Downtown Parking Study, Downtown Mobility Study, TIF's #11 and #12.*

Conformance to library needs assessment 8-25-2014 and library specific priorities and objectives within the RFP.

- *Approximate 120,000 sq. ft.*
- *Public portion no more than 3 floors.*
- *Non-public portion approximately 10,000 sq. ft. can be located outside of 3 floors public portion.*
- *Refreshes APL Building Program prior to design.*
- *APL primary floor anchors with its own entrance and meeting space with after hour access.*
- *Demonstrates appropriate parking for entire mixed-use development.*
- *If redevelops existing site, provides a temporary location for library.*

Provides solution for parking that addresses the needs of the library and the proposed development.

Conformance to the requirements and objectives of the City of Appleton Comprehensive Plan 2010-2030 and Chapter 14 Downtown Plan.

Compatibility of the project with the adjacent land uses.

Determination regarding the ability of the developer to carry out the proposal.

Amount of total investment and contribution to the City's tax base.

Cost to the City.

Quality and stability of proposed development.

After City and APL Staff (Review Team) reviewed and scored responses, in-person interviews were held with three development teams on January 29 and January 31, 2018. The development teams interviewed were WiRED, 1 Lawrence Street, and Commercial Horizons.

As per the RFP, after the in-person interviews, a “finalist”, Commercial Horizons, was notified that we wanted to continue discussions with them on their proposal.

The Review Team was impressed with the depth, scope and direct relevant experience of the Commercial Horizons Development Team, which consists of Miron Construction, Eppstein Uhen Architects (EUA), OPN Architects (OPN), Founders 3 Real Estate Services, Baker Tilly and Bruce Block, Attorney at Reinhart Law Firm.

Commercial Horizons Development Team proposed two options, but Option 1 gained the most support from the Review Team.

- Option 1 locates the mixed-use library project on the Solider Square Parking Ramp site and develops Bluff Site 2 in phases. Phase 1 would be creating temporary parking on Bluff Site 2 in order to allow for demolition of the Solider Square Ramp. Phase 2 would be mixed-use development on the Bluff Site 2.
- This proposal would create value and add to the tax base while meeting goals and objectives of the Comprehensive Plan, provides a solution for identified parking concerns, as well as other identified challenges.
- The concept presented is an 8-story mixed-use building with the library, residential, restaurant and retail. This mixed-use building creates a strong pedestrian connection to Solider Square and Houdini Plaza with the introduction of flex space that can be used for many options.

Please see the attached Mixed Use Library Summary Grid for a high-level overview of the five development team responses.